



Serve Delaware
Governor's Commission on Community and Volunteer Service
Meeting and Annual Retreat

Wednesday, November 15, 2017
Kent County Levy Court, Dover, DE
9:30 am – 2:30 pm

PURPOSE	ATTENDEES	NOTE TAKER
Full Commission Business Meeting	Commissioners Present: Georgeanna Windley, Nancy Forster, Sharon Morgan, Gary Pippin, Margarita Rodrigues-Duffy, Enid Wallace-Simms. Commissioners Absent: Susan Haberstroh, Jeffrey Lank, Briana Lawson (ex-officio), Marguerite Prueitt, Robert Schroeder, Timothy Sheldon, Bryan Shupe. SOV Staff Present: Cynthia Manlove, Luz Vasquez-Guzman, Charles Harris, Tara Wiggins, Deborah Tokarski, April Willey, Patty Courtney, Nancy Carney.	Patty Courtney

Prior to the business meeting, each AmeriCorps* Delaware Program Manager gave a short presentation providing staff and commissioners an overview of what their programs do, the services their AmeriCorps members provide and who benefits from these services. Each presentation was followed by Q&A time. The AmeriCorps* programs we heard from are: Reading Assist Institute, Delaware Habitat for Humanity, Kuumba Academy Charter School, Ministry of Caring, Summer Learning Collaborative, Teach for America Delaware, and Delaware State Parks Veterans Conservation Corps.

BUSINESS MEETING – CALL TO ORDER

The business meeting was called to order at 12:00 pm by Georgeanna Windley, Chair of the Commission.

PUBLIC COMMENT – None

AB+C PRESENTATION

Representatives from Aloysius Butler & Clark attended to present the progress they've made with the Commission's branding strategy since the September meeting. They went over the positioning statement:

We help people with a passion to serve connect with organizations that are making an impact.

We connect people that want to volunteer with the organizations that need them.

And our Brand Promise:

As leading advocates of service we help engage individuals who want to give back to the community and find impactful opportunities throughout the state.

They presented 3 logos that were created based on chosen variations and feedback from the September meeting's presentation. Their next step will be to work up a sample of how their proposed logo will look with our current logos and in different colors.

There was discussion about approving the new logo and staff and Commission preferences. Also discussed was The status of all the work AB+C was contracted to do. Commissioner Windley asked the AB+C representatives where we stand as far as spending out what has been allotted for digital media on our contract. The representatives said there is close to \$20,000.00 left. AB+C will send an estimate of what the cost will be to finish the work started on the rebranding. The SOV will send them a list of the agency taglines. Chairperson Windley stated our objectives now are:

- a) To finish the rebranding
- b) AB+C needs to schedule work and a deliverable
- c) Implement the social networking plan
- d) Reach out to organizations to let them know the grant cycle is open

- e) Advertise informational meetings to non-profits
- f) Create an ad advertising the RFP process, the dates, contact information, include information on AmeriCorps* and a timeline for posting

CHAIRMAN'S UPDATE

Commission Chair Windley reported that there have been five applications submitted for Commissioners. The next step is for the Governor to appoint them if they are qualified, then the orientation process can begin. The Commission is currently without 2 Vice Chairs. We are unable to operate normally as a commission without them.

Commission Chair Windley reported that she attended the budget hearing and spoke on behalf of volunteerism in Delaware. She noted that there was a knowledge of AmeriCorps* and CNCS, but most people did not know who CNCS is, what they do or why they are important. She spoke to them about elevating awareness of volunteerism in our state and state government, about the leverage ratio and Volunteerism needing a line item on the budget because our volunteers need a support system within state government. She explained to them that there is a huge lag in technology services between the DHSS and other state agencies and that these are among the structural problems that hold the SOV back. She believes our first order of business is to educate the Governor and his staff on who CNCS is and what they do, and to outreach locally to our legislators.

Deputy Director Cynthia Manlove added that as a representative for the State Service Centers on Policy team, she recently sent a report to the Department Secretary's office regarding CNCS and the proposed programs in the President's budget to be eliminated. It included the amount of funds we receive nationally and from the State as well as the impact on Delaware. The report was included in the Secretary's memo to the Governor and should be helpful in making him more aware of how these funds impact us.

EXECUTIVE DIRECTOR'S REPORT

Executive Director Luz Vasquez-Guzman reported that the submitting of the 2018 Commission Support Grant has been the recent priority. She also stated that the letter containing information requested by the Governor regarding the Segal Awards has been updated with the information provided by Commission Chair Windley. She will have it printed so the Commissioner can sign it and it will be sent to the Governor as soon as possible as well as those copied on the memo.

FINANCIAL REPORTS

AmeriCorps Program Director, Charles Harris informed us that the current grant is a three year cycle; the money will need to be spent out by 12/31/2018. After that date we will not be able to carry over any remaining funds.

Charles presented the financial reports which include the 2017 Commission Support Grant October expenses and the submission of the 2018 Commission Support Grant Draft.

Commission Chair Windley asked that Line item 10 on the Draft be changed from "Marketing Consultant" to "Promotion Services".

The Commission thanked Luz Vasquez-Guzman, Senior Administrator, for her service.

Motion #1: Commissioner Windley moved to accept the 2018 Commission Support Grant Budget Draft pending the changes mentioned.

Motion #2: Commissioner Rodriguez-Duffy moved that the Commission meeting be adjourned. Commissioner Forster seconded. Motion was approved unanimously.
Business Meeting was adjourned at 3:31 pm.

